



# ***Political Monitor Trends for Reuters***

September 2011

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**Ipsos MORI**

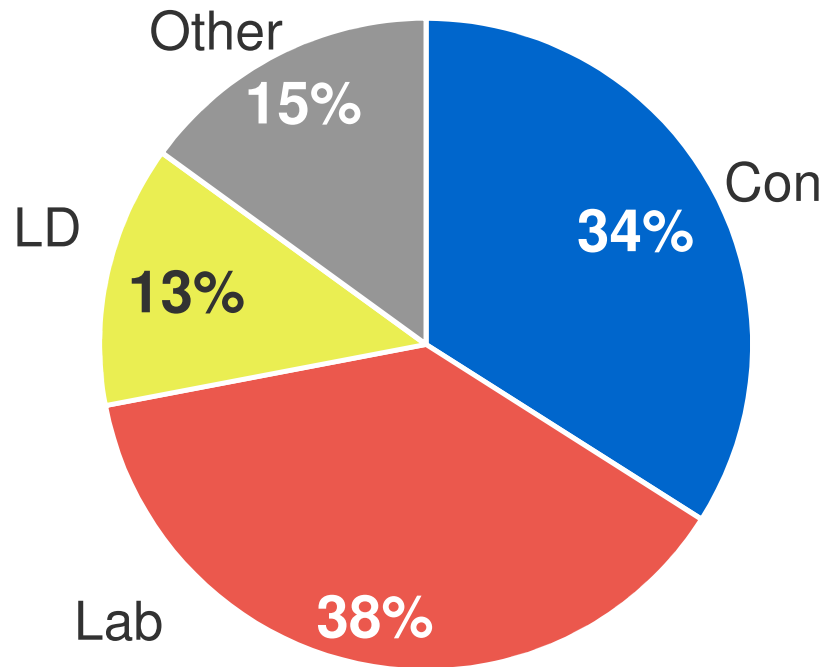


# ***Voting Intentions***

# Voting Intention: all giving an opinion vs. those "certain to vote"

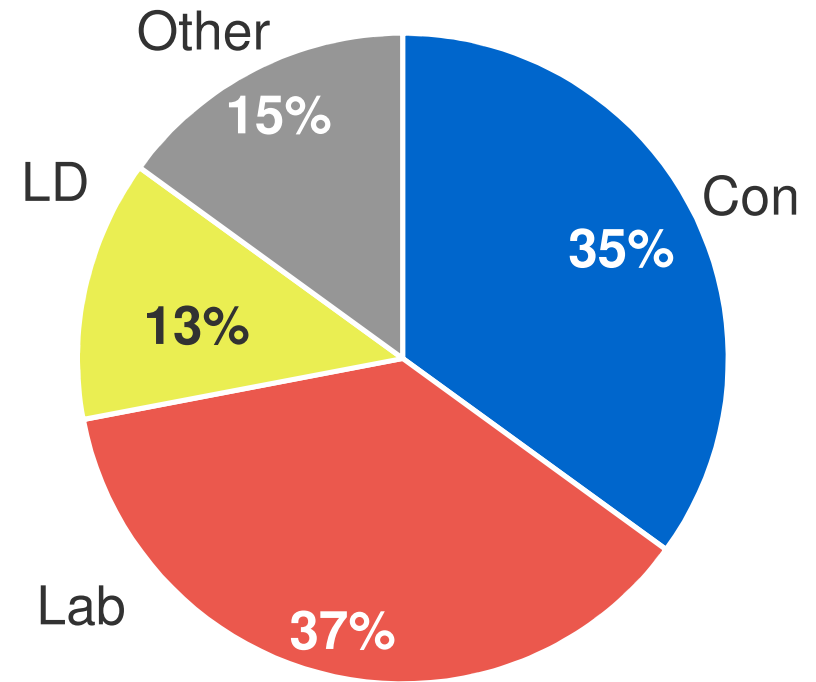
How would you vote if there were a General Election tomorrow?"

All giving a voting intention: 81%



Conservative lead = -4

All certain to vote: 54%

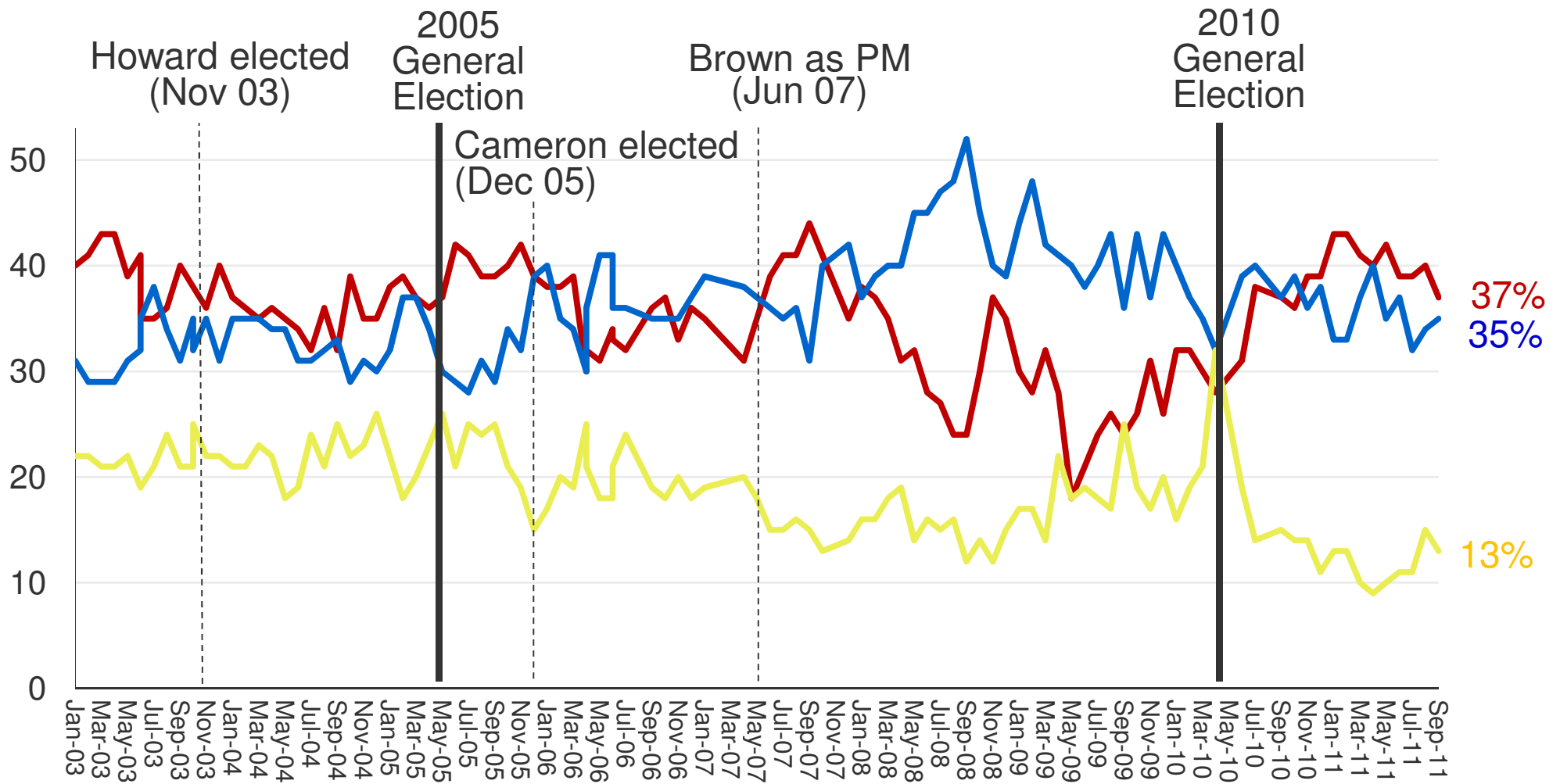


Conservative lead = -2

Base: All giving a voting intention = 817 unweighted, all certain to vote = 536 unweighted; data collected among 1,002 British adults 18+, 10th - 12th September 2011

# Voting Intentions January '03 – September '11 (all certain to vote)

*How would you vote if there were a General Election tomorrow?*



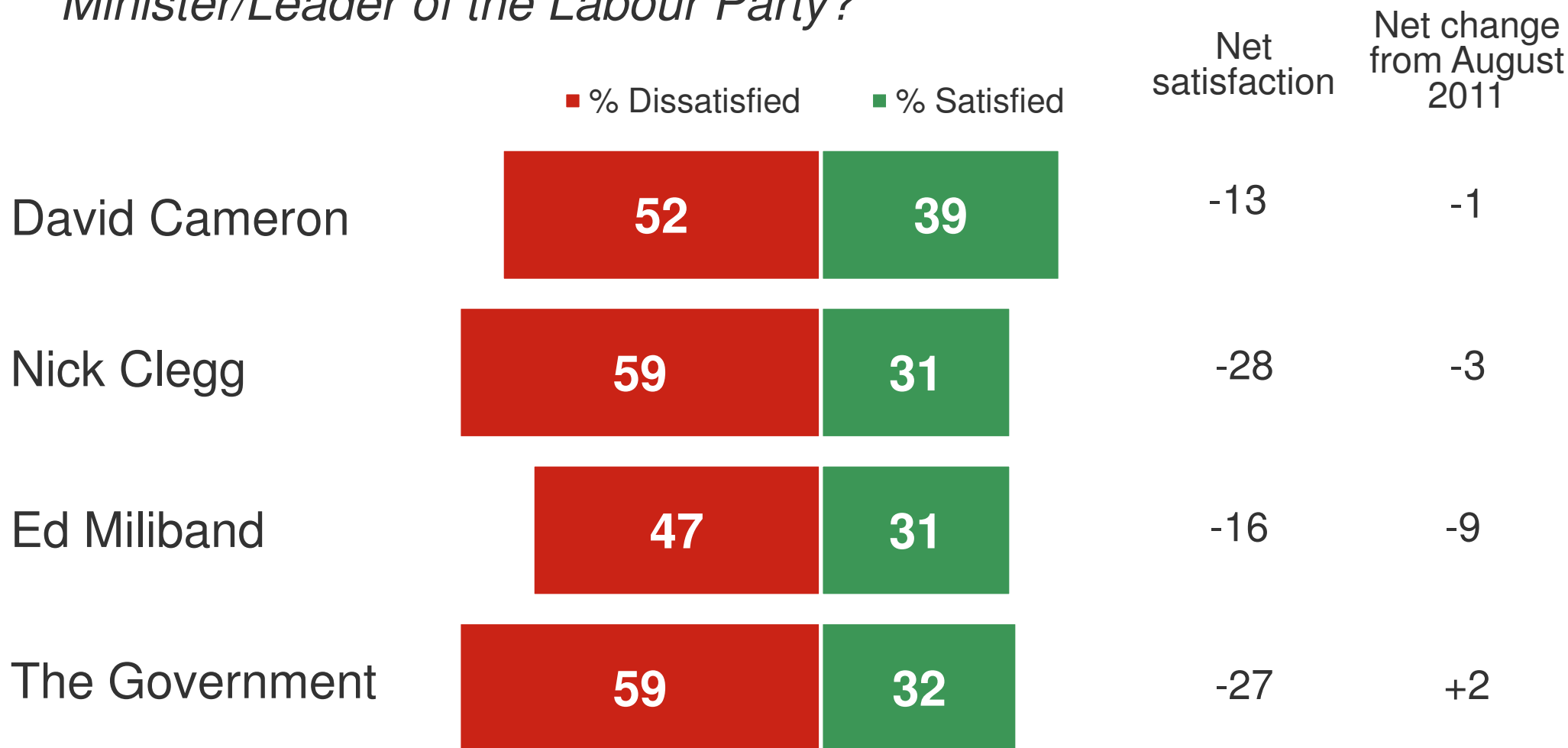
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter      Source: Reuters/Ipsos MORI Political Monitor  
Ipsos MORI



# ***Satisfaction with the Coalition and Party Leaders***

# Satisfaction with leaders and the Government

*How satisfied or dissatisfied are you with the way ... is running the country / doing his job as Prime Minister / Deputy Prime Minister/Leader of the Labour Party?*



Base: 1,008 British adults 18+, 10th - 12th September 2011

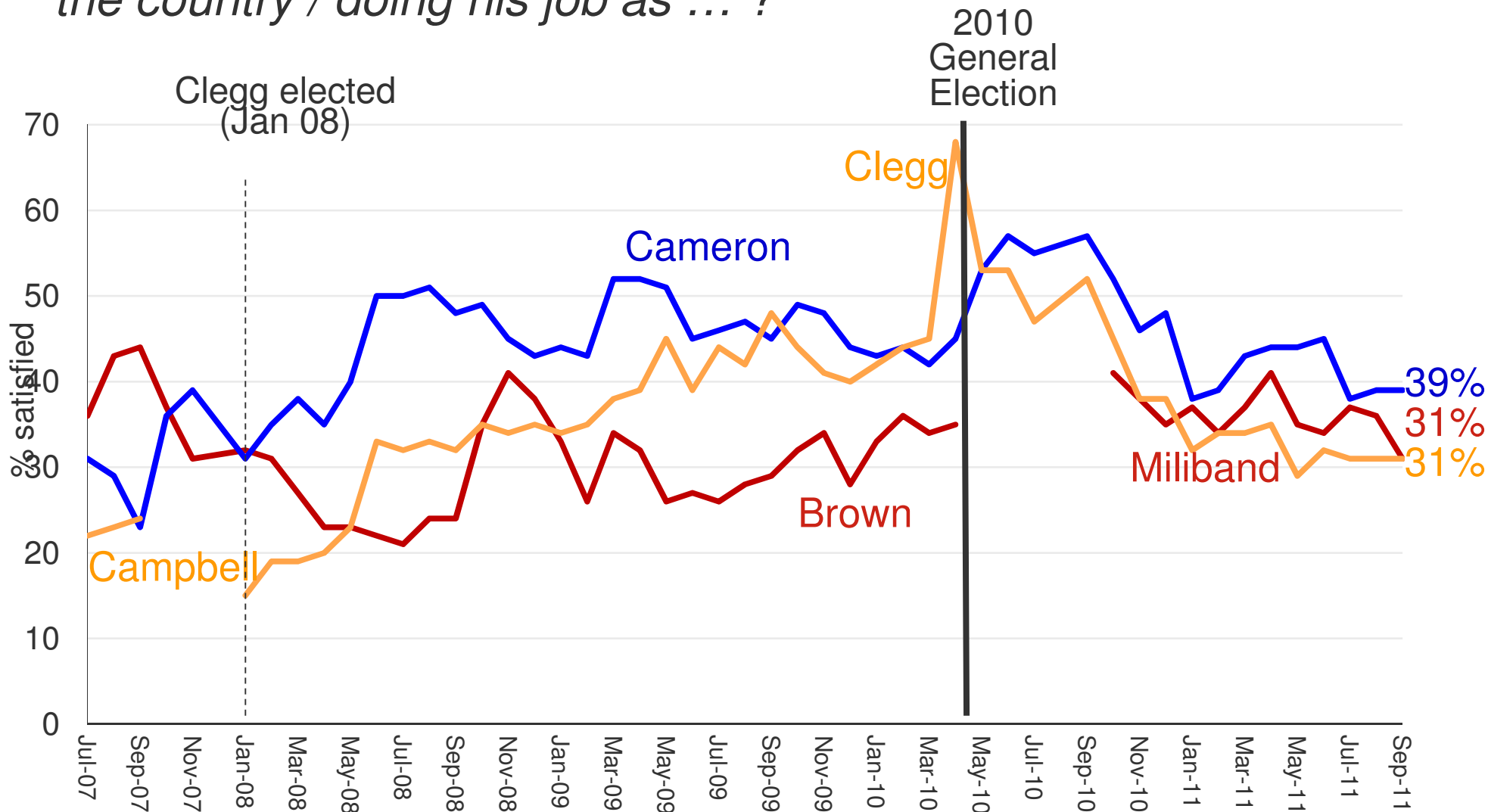
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



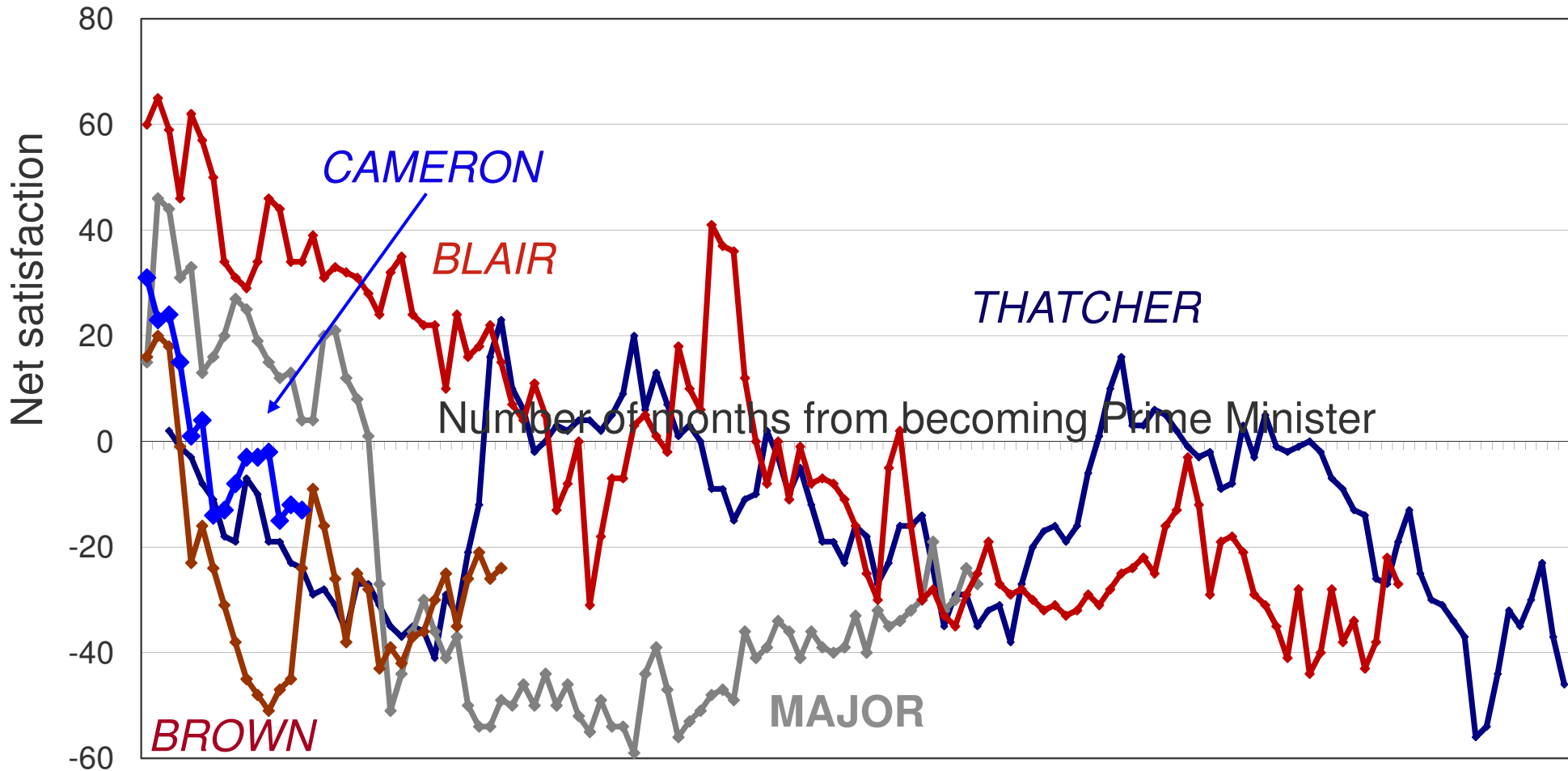
# Satisfaction with Party leaders July '07 – September '11

How satisfied or dissatisfied are you with the way ... is running the country / doing his job as ... ?



# Net satisfaction with Prime Ministers

*How satisfied or dissatisfied are you with the way ... is doing his / her job as Prime Minister?*



Base: c. 1,000 British adults each month

Source: Reuters/Ipsos MORI Political Monitor

Ipsos MORI

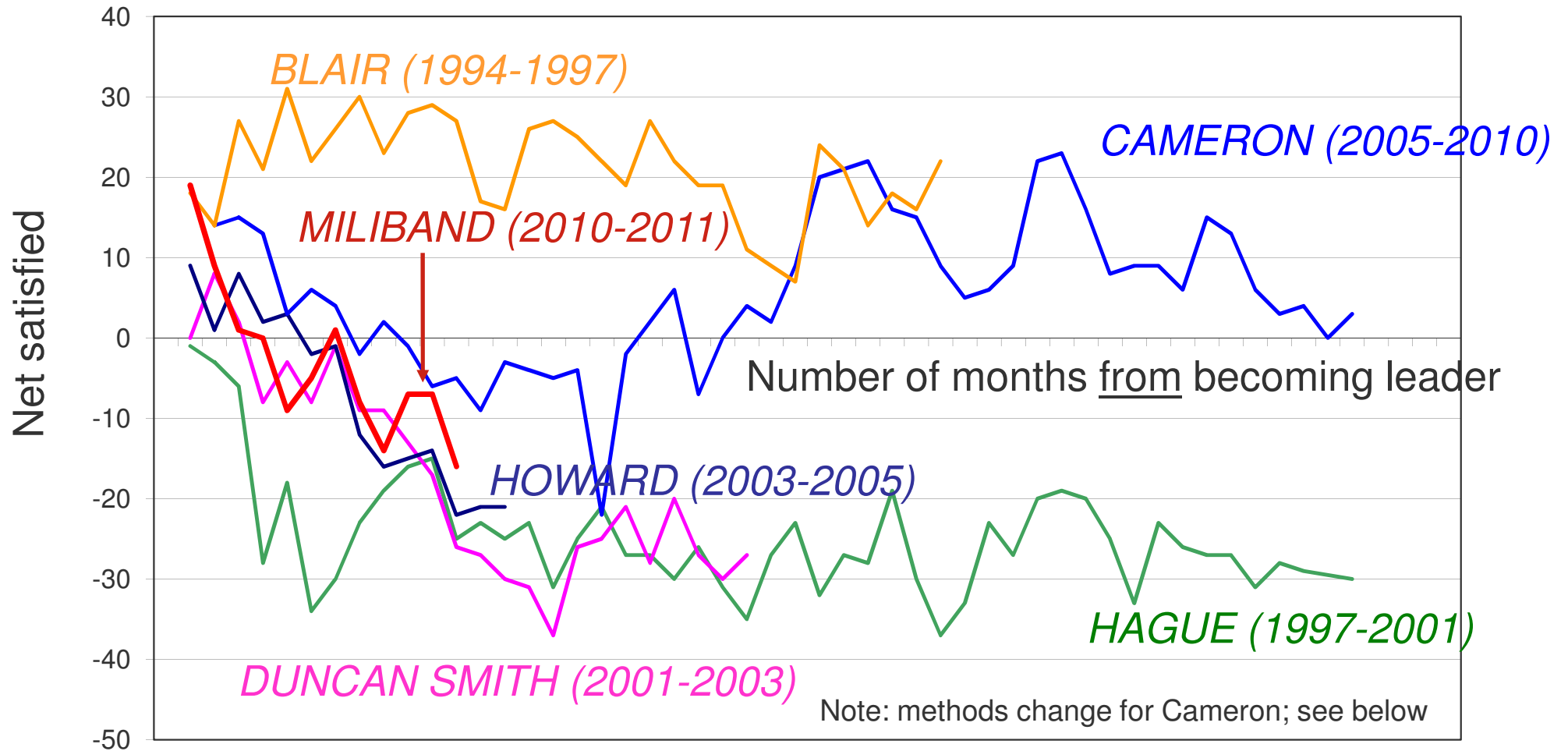
Note: Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone





# Net satisfaction with Opposition Leaders (1994 – 2011)

*How satisfied or dissatisfied are you with the way ... is doing his job as leader of the ... Party?*



Base: c. 1,000 British adults each month;

Source: Ipsos MORI Political Monitor

Ipsos MORI

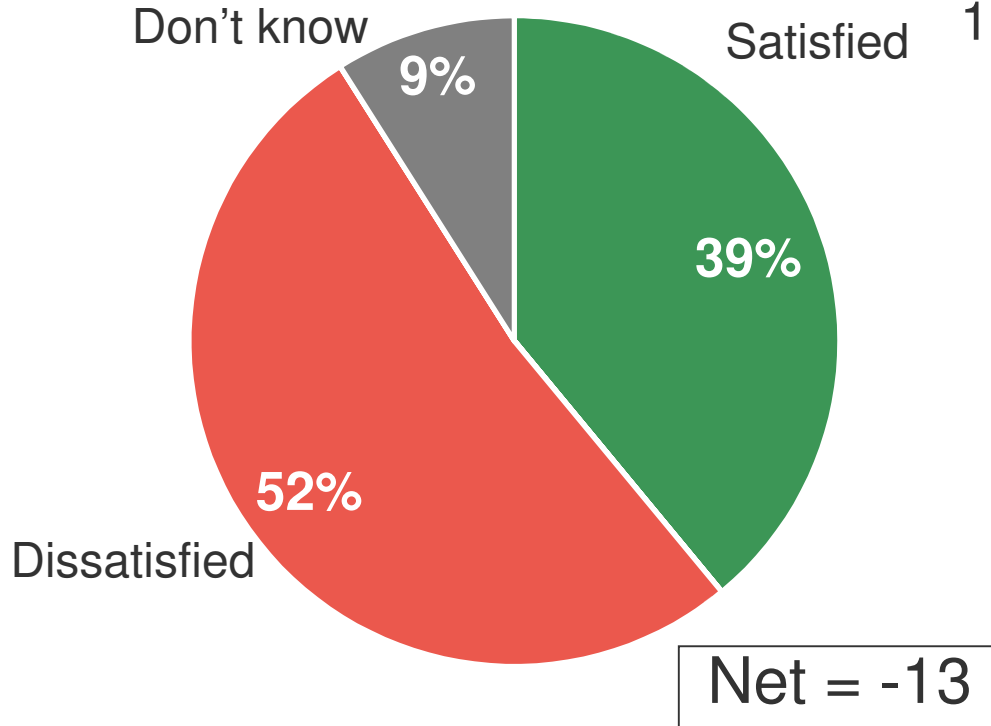
Note: Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



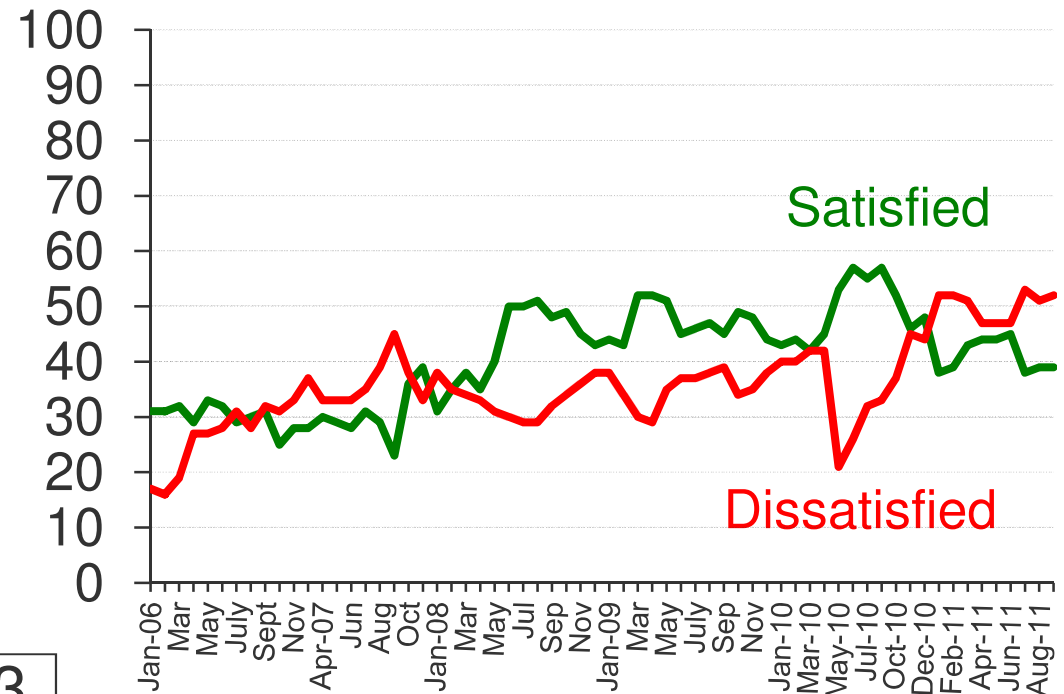
# David Cameron (satisfaction)

Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party/ as Prime Minister?

September 2011



January 2006 – September 2011



Base: 1,008 British adults 18+, 10th - 12th September 2011

Ipsos MORI

Note: Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

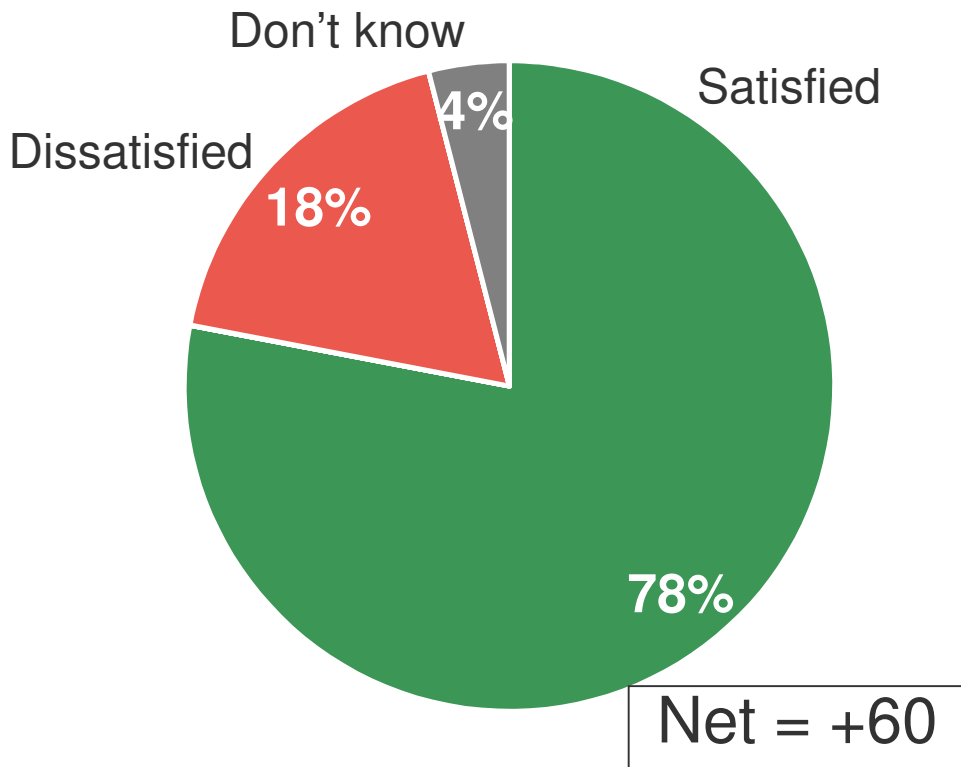
Source: Reuters/Ipsos MORI Political Monitor



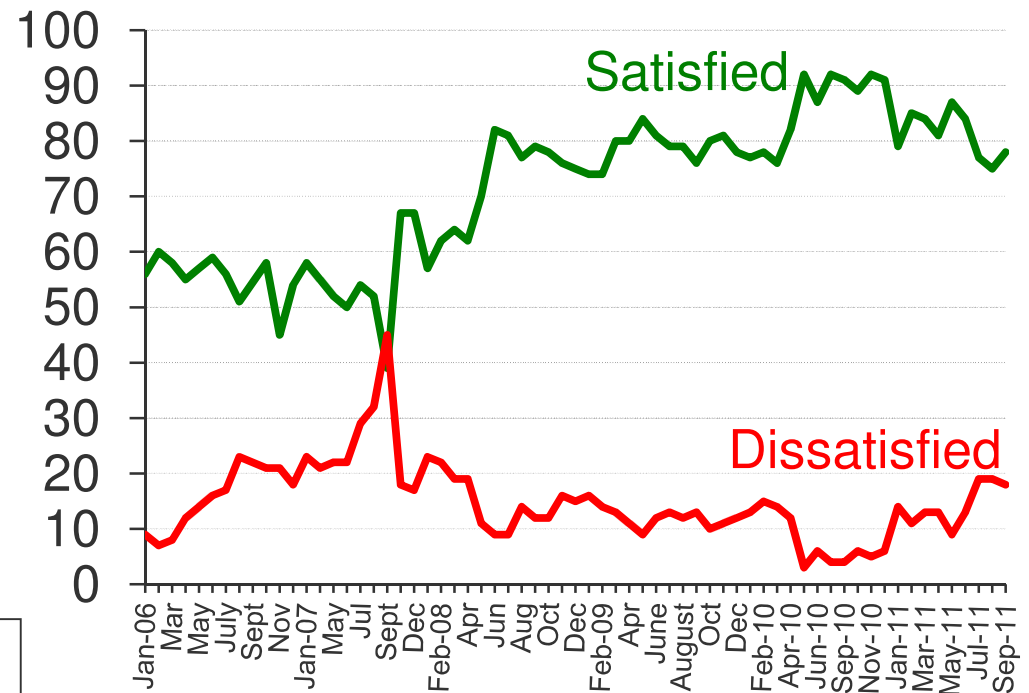
# David Cameron (satisfaction among Tory supporters)

*Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party/ as Prime Minister?*

September 2011



January 2006 – September 2011



Base: 263 Conservative supporters 18+, 10th - 12th September 2011

Ipsos MORI

Note: Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

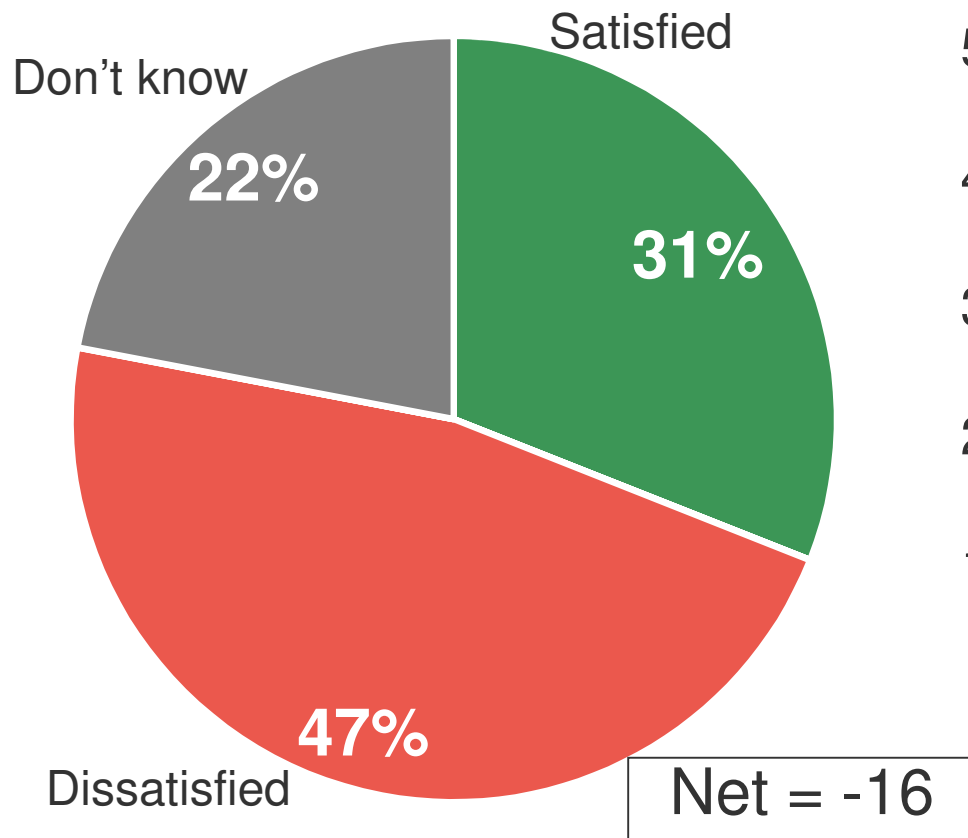
Source: Reuters/Ipsos MORI Political Monitor



# Ed Miliband (satisfaction)

Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?

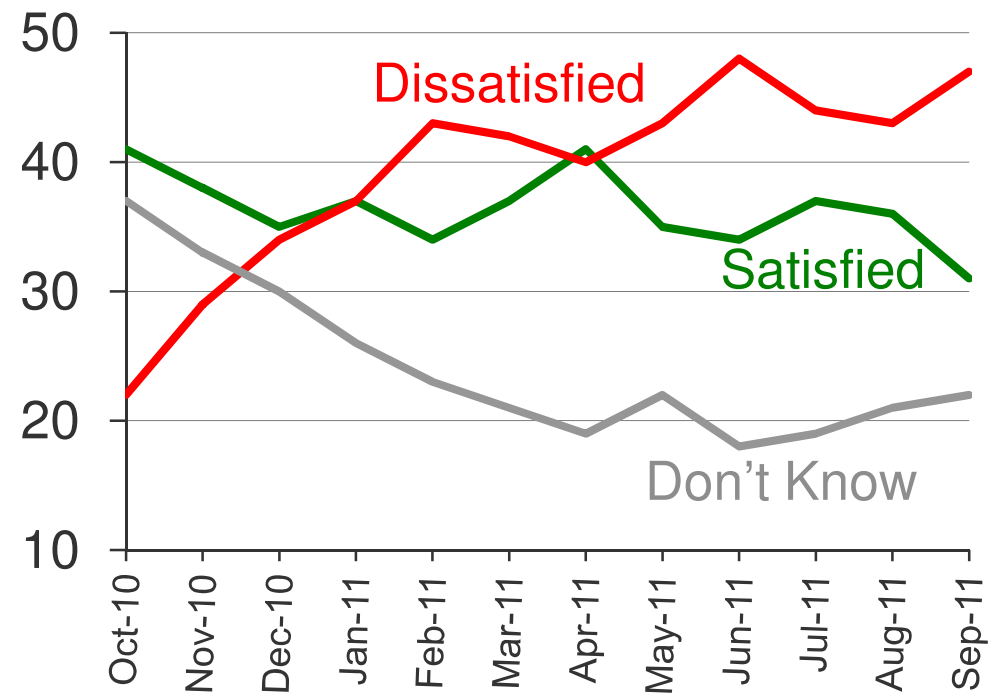
September 2011



Base: 1,008 British adults 18+, 10th - 12th September 2011

Ipsos MORI

October 2010 – September 2011

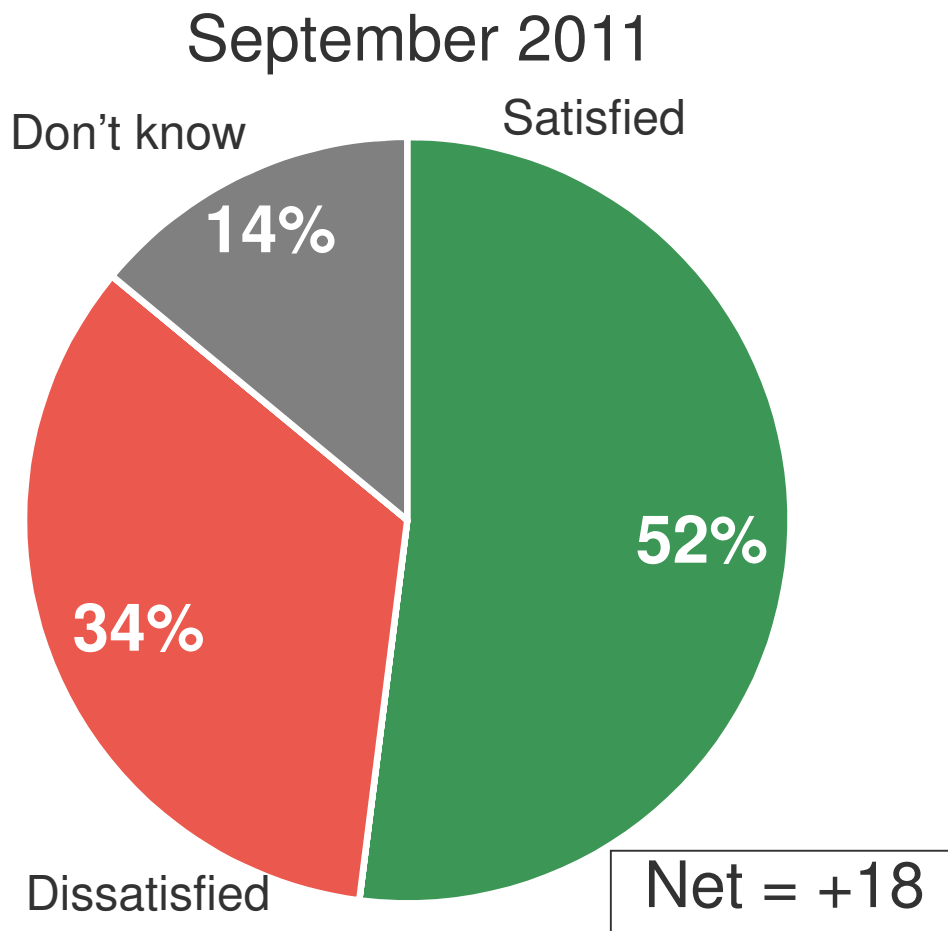


Source: Reuters/Ipsos MORI Political Monitor

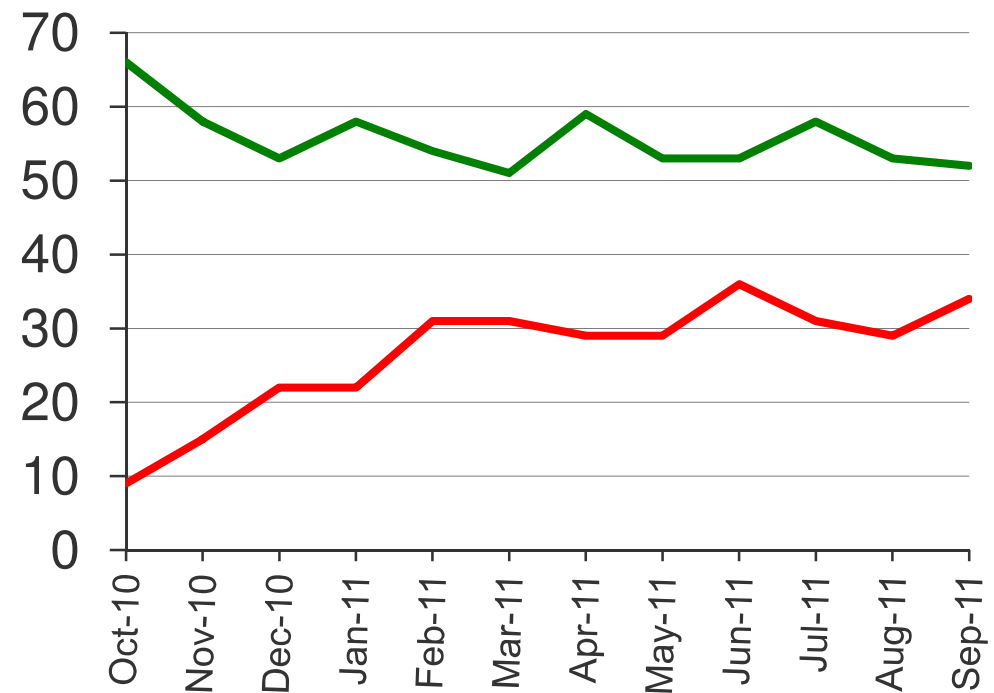


# Ed Miliband (satisfaction among Labour supporters)

Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?



October 2010 – September 2011



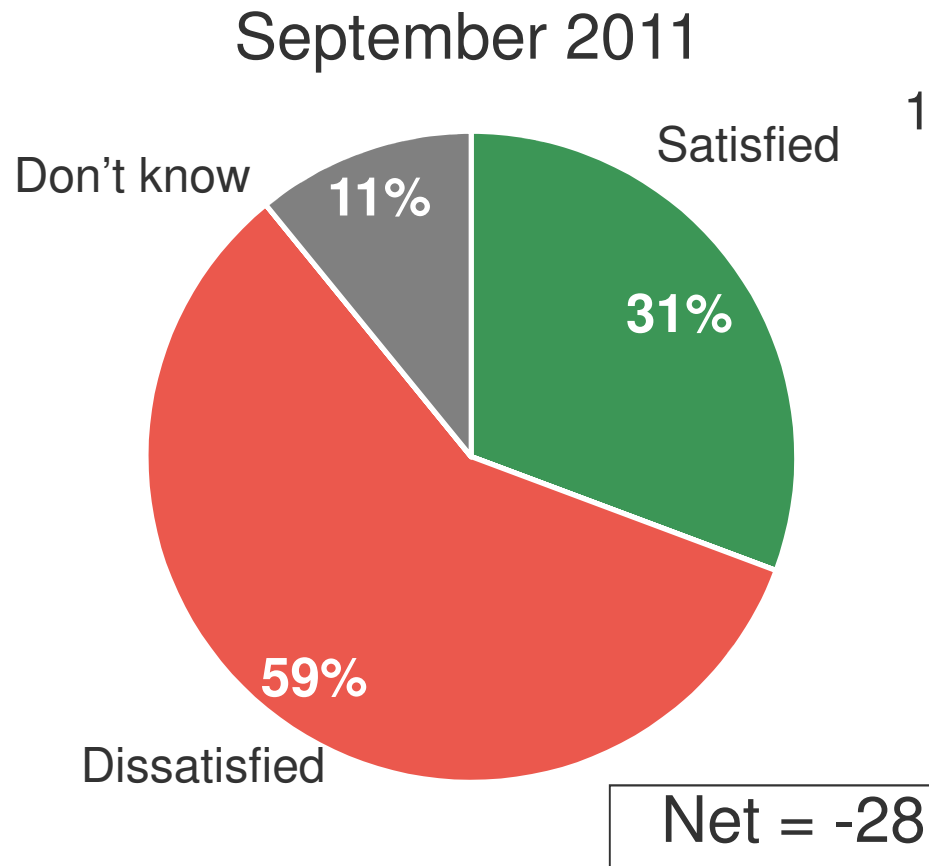
Base: 317 Labour supporters 18+, 10th - 12th September 2011  
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor

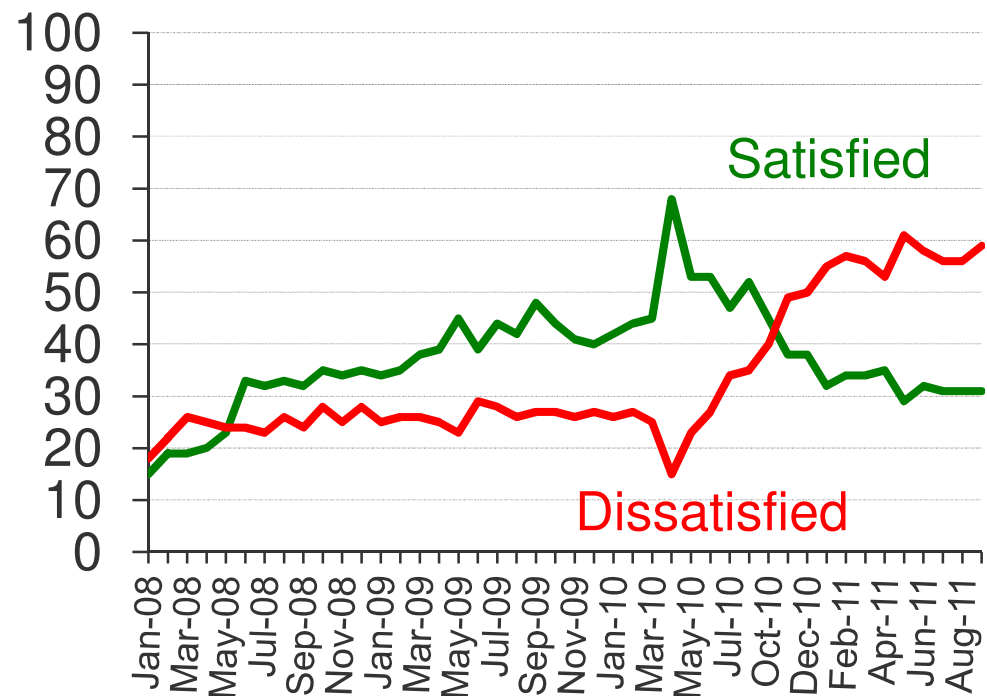


# Nick Clegg (satisfaction)

Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats/ as Deputy Prime Minister?



January 2008 – September 2011



Base: 1,008 British adults 18+, 10th - 12th September 2011

Ipsos MORI

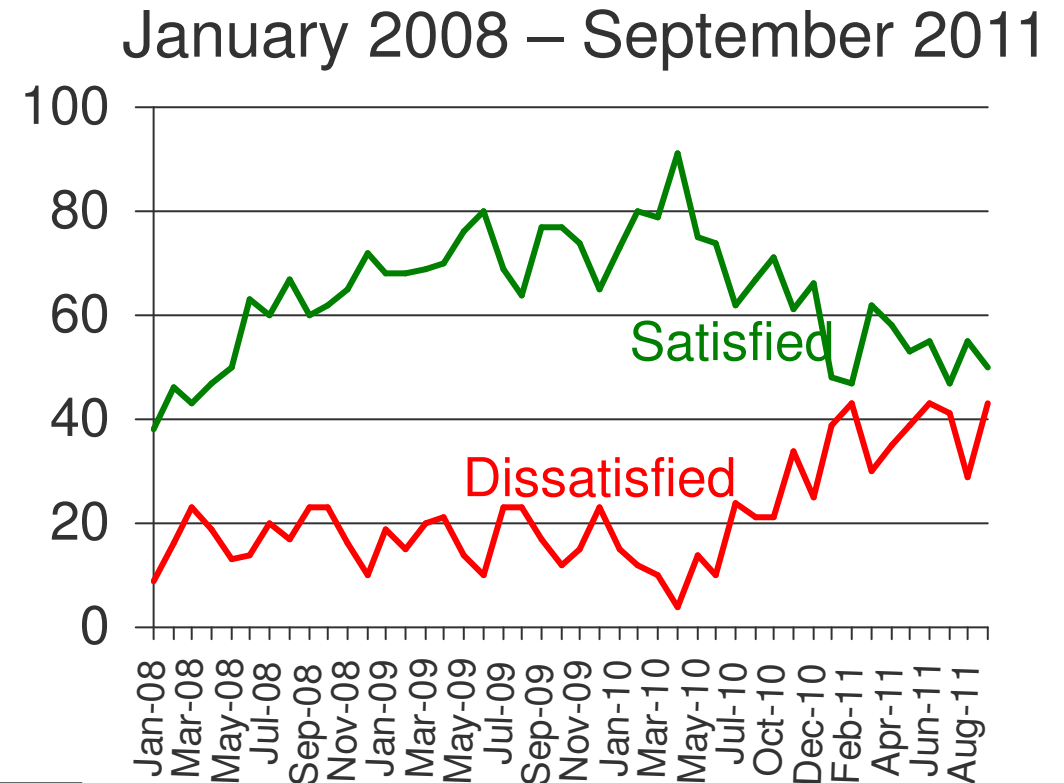
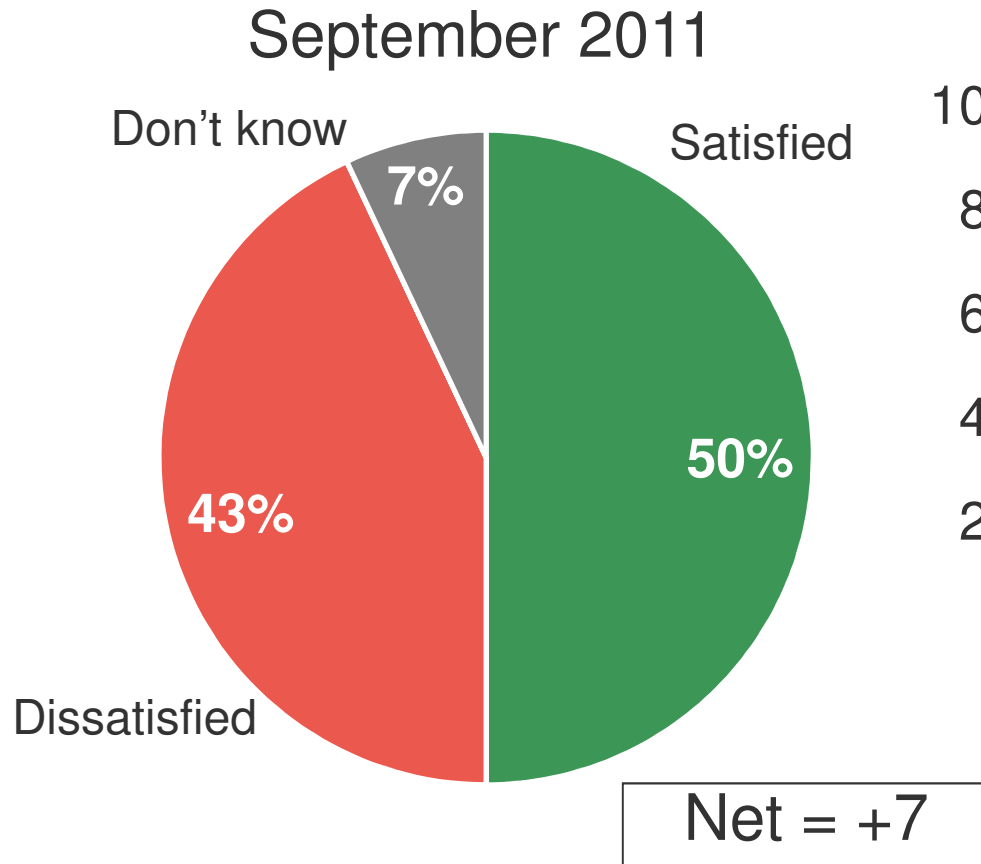
Note: Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Reuters/Ipsos MORI Political Monitor



# Nick Clegg (satisfaction among Lib Dem supporters)

Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats/Deputy Prime Minister?



Base: 94 Liberal Democrat supporters 18+, 10th - 12th September 2011

Ipsos MORI

Note: Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Reuters/Ipsos MORI Political Monitor



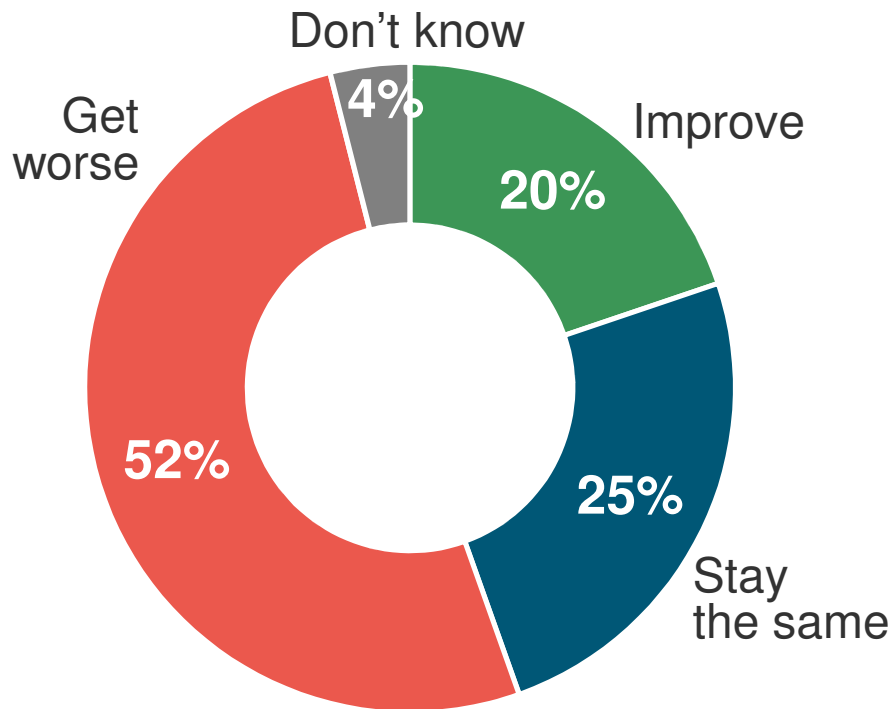
# ***The economy***



# Economic Optimism Index

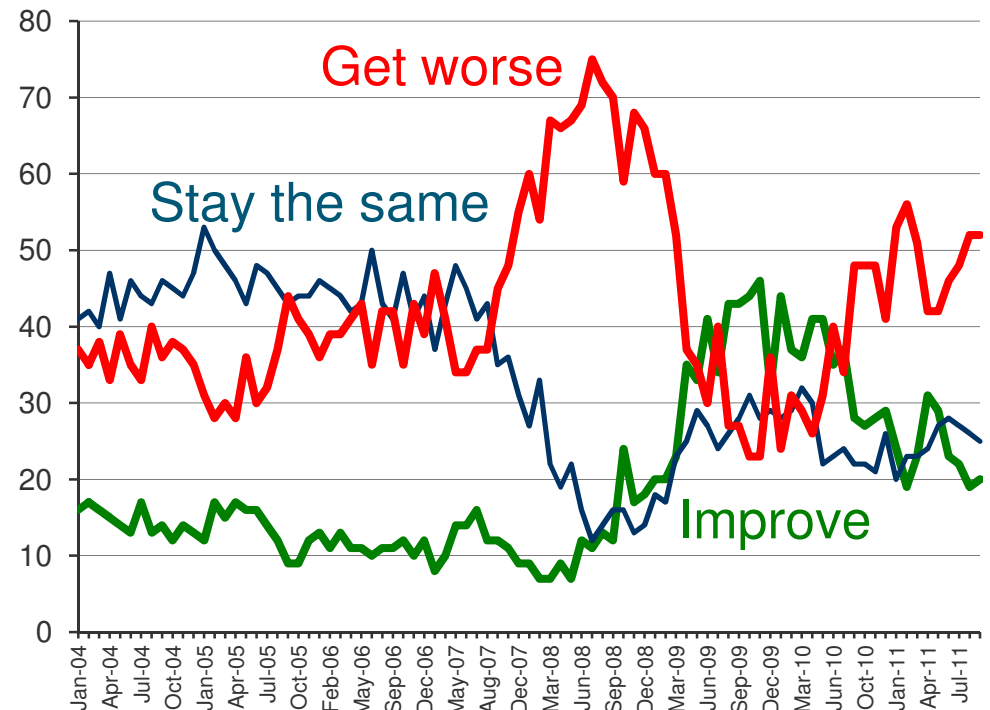
*Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?*

September 2011



**EOI = -32**

January 2004 – September 2011



Base: 1,008 British adults 18+, 10th - 12th September 2011  
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



# The Ipsos MORI Economic Optimism Index

*Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?*



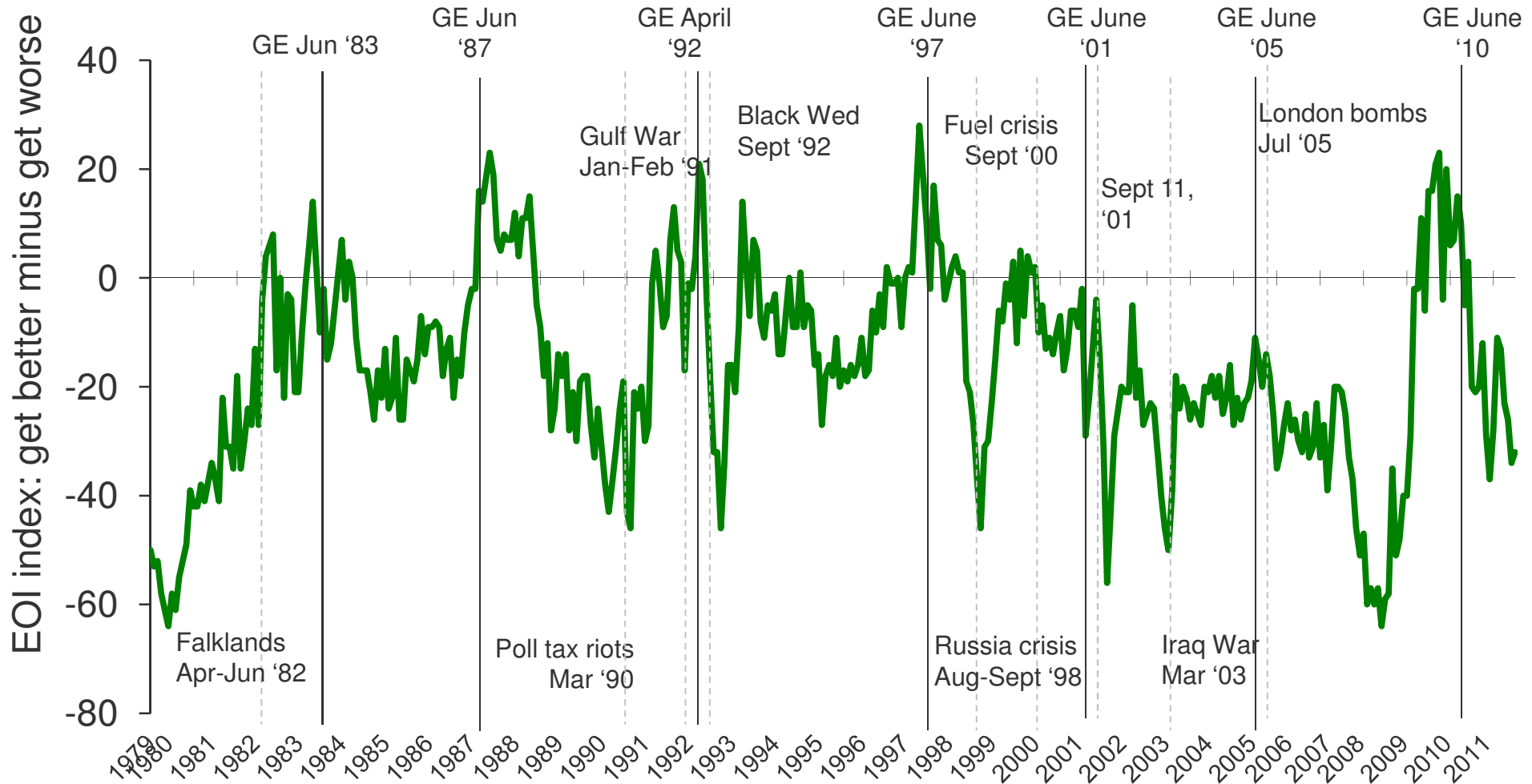
Ipsos MORI

Base: c. 1,000 British adults each month;

Source: Reuters/Ipsos MORI Political Monitor 

# Economic Optimism since 1979

*Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?*



Base: c. 1,000 British adults each month

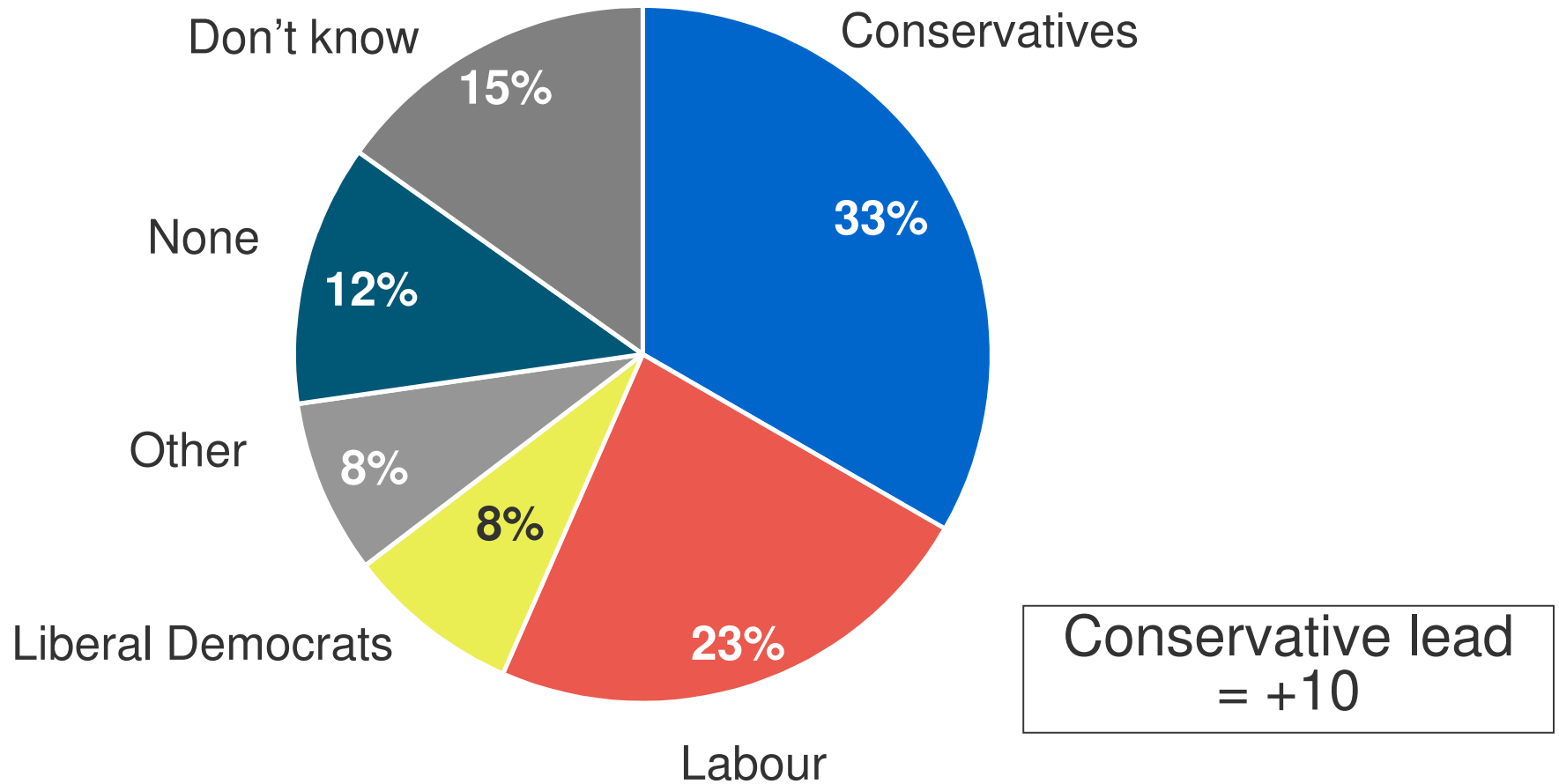
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



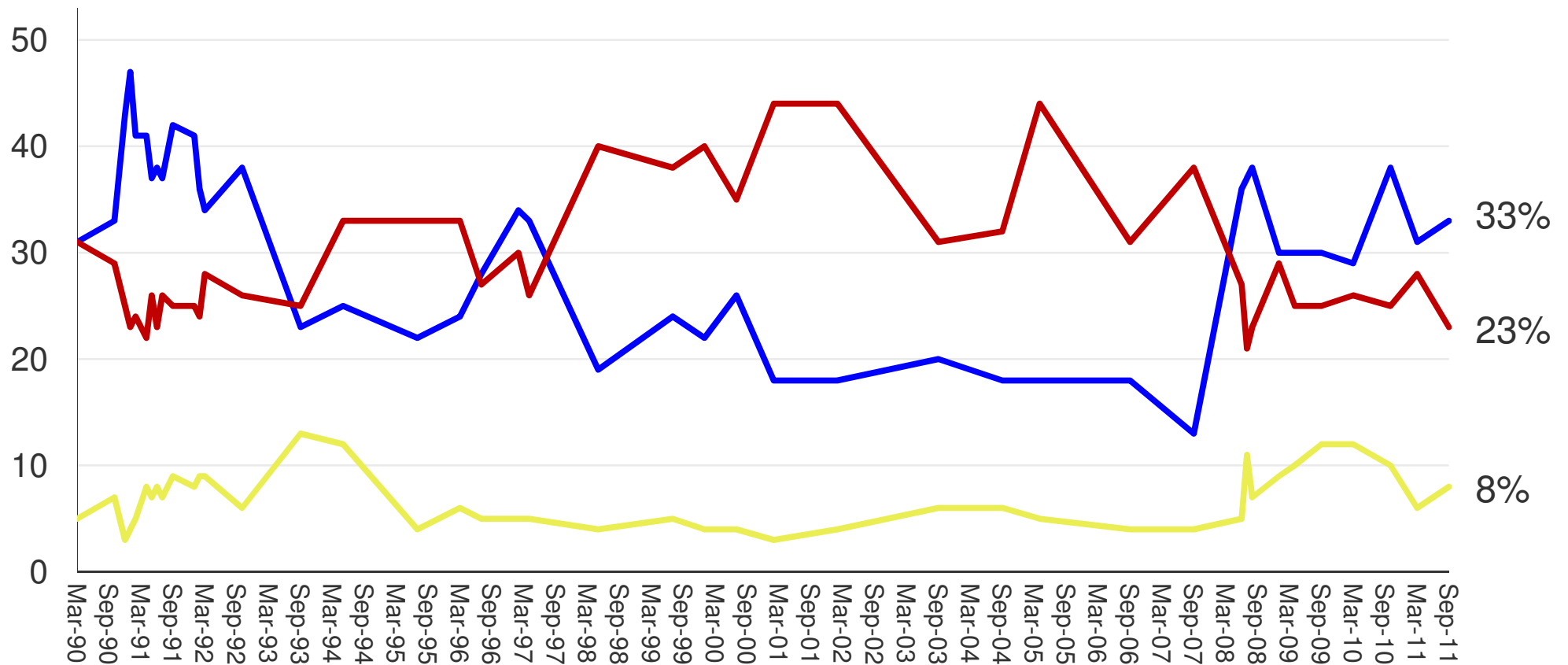
## Best party on the economy

Which party do you think has the best policies on the economy, the Conservatives, Labour, Liberal Democrats or some other party?



# Best party on the economy trend

Which party do you think has the best policies on the economy, the Conservatives, Labour, Liberal Democrats or some other party?



Base: c. 1,000 British adults each month  
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor

